Room for Debate

Marketing Pros Take on the Hot Topics of the Day
Our Panelists

• Greg Benson: Senior Director, Marketing  
  GREYSTAR

• Virginia Love: Vice President, Leasing & Marketing  
  WATERTON

• Jennifer Staciokas: Senior Vice President, Marketing & Training  
  PINNACLE

• B. Kevin Thompson: Senior Vice President, Marketing  
  BELL PARTNERS
Grounds Rules for the Debate

1. Each team has 5 minutes to make their case for each topic.
2. The view expressed by the panelists are not necessarily the view of their respective companies. In fact, they may not even be the views of the panelists, because we asked them to play devil’s advocate in some cases.
3. No snarky comments.
4. Attack the argument not the debater.
5. Do not use ad hominems.
6. No cussin’.
7. No spittin’.
8. No punchin’ or other physical contact.
Question #1

Is social media worth the investment?

NO: Greg and Kevin
YES: Jennifer and Virginia
2013 NMHC/Kingsley Survey

Do you expect your community to have a community-specific Facebook page?

YES – 29.8%

NO – 70.2%
2013 NMHC/Kingsley Survey

How often would you check the Facebook page?

- Weekly: 12%
- Monthly: 19%
- Quarterly: 15%
- Twice a year: 6%
- Annually: 2%
- Never: 46%
2013 NMHC/Kingsley Survey

Would you engage in the Facebook page (i.e. post questions or comments or respond to other posts?)

- Yes, frequently - 8.5%
- Yes, infrequently – 29.9%
- No – 61.6%
Facebook engagement inversely related to annual household income:

Figure 5

- Community Facebook Page Usage - At Least Monthly
- Engagement on Community Facebook Page
Audience Poll #1
(Owners, Managers, Developers only.)

Are you using social media for marketing and communications?

a. More than last year
b. Less than last year
c. About the same as last year
d. We don’t use social media
e. I don’t know
f. None of the above
Audience Poll #2
(Suppliers only.)

Are you using social media for marketing and communications?

a. More than last year
b. Less than last year
c. About the same as last year
d. We don’t use social media
e. I don’t know
f. None of the above
Question #2

Is a “green” community worth the investment?

NO: Jennifer and Virginia
YES: Greg and Kevin
2013 NMHC/Kingsley Survey

Which of the following best describes how you feel regarding green practices or sustainability?

- I prefer a community built on green design principles: 29%
- I prefer a community that implements green practices: 14%
- Both of the above are important to me: 35%
- No preference/no interest: 23%

Legend:
- Green: I prefer a community built on green design principles
- Yellow: I prefer a community that implements green practices
- Red: Both of the above are important to me
- Light blue: No preference/no interest
Audience Poll #3

(Owners, managers, developers only.)

With regard to green amenities and communities, do you believe residents:

a. Want them and will pay higher rent
b. Want them, but will not pay higher rent
c. Don’t care
d. None of the above
Question #3

Is a call center worth the investment?

NO: Jennifer and Virginia
YES: Greg and Kevin
Call Center Options

- All calls go through the call center
- Call center only picks up if no one is available to answer
Audience Poll #4

(Owners, Managers, Developers only.)

Do you use a call center?

a. Yes, at some or all properties for after-hours calls
b. Yes, at some or all properties for all calls
c. Yes, we use a combination of A and B
d. No, we don’t use call center
Lightning Round

What’s the best lead generation payment model?
What’s the best lead generation payment model?

1. Subscription: VIRGINIA
2. Pay Per Tour: GREG
3. Pay Per Performance: KEVIN
4. Pay Per Lead: JENNIFER
Final Audience Polling Question
For Everyone

Who won the overall debate?

1. Women
2. Men
Audience Questions